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THE MAGIC OF LANGUAGE



WHAT IS IT?

Discourse analysis(DA) is a research method for studying written or spoken language in relation to its social context.

Critical discourse analysis (CDA) combines critique of discourse and explanation of how language is used to achieve specific effects, such as building trust, creating doubt, evoking emotions, or managing conflict

RESEARCH METHODS

- **Discourse-historical Approach (DHA)** : developed by Wodak et al., focuses on the Historical, social, and political context of Discourse and how discourse constructs and reproduces social practices and identities.
- **Dialect-relational Approach (DRA)** : proposed by Fairclough et al., focuses on the relationship of discourse to social structure and social change, and how discourse produces and reproduces ideology and power relations in different discourse practices.
- **Socio-Cognitive Approach (SCA)** : developed by van Dijk et al., focuses on the relationship between discourse and social cognition, and how discourse influences and reflects social representatives, attitudes, opinions, and ideologies.

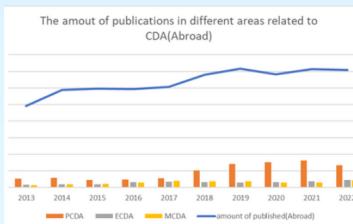
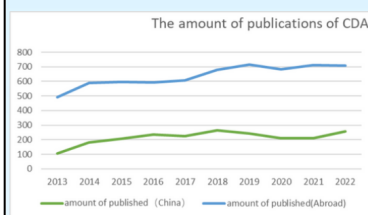
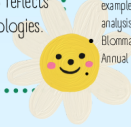
RESEARCH AREAS

- Educational discourse
- Institutional discourse
- Political discourse
- Media language
- gender studies
- Race studies

SELECTED REFERENCES

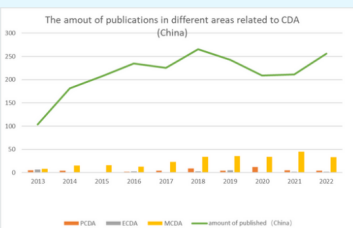
- Price, S. (1999). Critical Discourse Analysis: Discourse Acquisition and Discourse Practices. TESOL Quarterly, 33(3), 581-595
- Luo, A. (2023). Critical discourse analysis: Definition, guide & examples. Scribbr. <https://www.scribbr.com/methodology/discourse-analysis/>
- Blommaert, J., & Bulcaen, C. (2000). Critical discourse analysis. Annual Review of Anthropology, 29, 447-466.

WHY IS IT?



SELECTED REFERENCES

- Wodak, R., & Meyer, M. (Eds.). (2009). Methods of Critical Discourse Analysis (2nd ed.). Sage Publications. This edited volume provides a collection of articles that illustrate the different methodological approaches to critical discourse analysis and their applications in various fields.
- Fairclough, N. (1995). Critical Discourse Analysis: The Critical Study of Language. Longman. This book is a seminal work in the field of critical discourse analysis and provides a detailed introduction to the theoretical and methodological foundations of CDA.



HOW IS IT?

Discourse Analysis of Brand "labeled" Phenomenon in News Narrative of Government Social Media

Zhang Qingyuan, Li Xing South China University of Technology

Research Questions

Question 1: How is the brand "labeled" presented in government social media? What are its characteristics?

Question 2: How are brand texts and news narrative texts intertextualized? What is the role of the brand visible from this intertext?

Question 3: What kind of universal production motivation is reflected behind the brand "being labeled"? What are the social consequences?

Results

- As a label, the brand either forms a **descriptive intertext with the news text**, or constructs a **presupposition corrected by a narrative**.
- The "labeling" of brands is a **fuzzy area** for news production and brand communication.
- **negative consequences** of evoking emotions outside the discourse and generating negative associations are a part of the discourse strategy in the era of social media



Methodology

- Based on Fairclough's critical discourse analysis (CDA) framework (DRA)
- **WCI(WeChat Communication Index)** as a sample collection tool
- **146 articles** from the top 20 government affairs wechat public accounts
- summarizes the presentation of these brand texts in **news narratives**, carries out **critical discourse analysis**



SELECTED REFERENCES

- J. I. Criado, R. Sandoval-Almazan, J. R. Gil-Garcia. Government Innovation through Social Media. Government Information Quarterly, 2013, 30(4) : 319-326.
- N. Fairclough. Language and Power. London and New York: Longman, 1989: 22.
- Bakhtin. The Complete Works of Bakhtin, volume 2. Translated by Zhong Zhonghua, Xiao He, Jia Zelin et al. Shijiazhuang: Hebei Education Press, 1998:92. (in Chinese)

FINAL GRADE

65 / 100

GENERAL COMMENTS

Feedback Marker 1 JJC

Visual elements

Your work displays very good understanding of the topic. Your presentation has fairly good visual impact with a suitable balance of text and graphics included to capture the audience's attention. Very good delivery skills, fluid speech without unnecessary pauses. A nice overview of Fairclough's Approach and other CDA theories.

Content

Your ideas are linked well to concepts and theories. You managed to get the main points across within the timescale in an engaging way.

Presentation

You were fairly hesitant at first, but gained confidence throughout. You need to demonstrate further knowledge of the application of the background research - well done.

Answering questions

Fairly well accomplished. What other areas of CDA would be useful to research?

